

REMARKS

Claims 1-8, 10-17, and 19-26 are pending in the application. In the final Office Action of January 8, 2008, the Examiner rejected claims 1-8, 10-17, and 19-26 under 35 U.S.C. 103(a) as being allegedly unpatentable over *Angles et al. (U.S. Patent No. 5,933,811)* ("Angles") in view of *Prust (U.S. Patent No. 6,735,623)* ("Prust"). Applicants respectfully traverse the rejection and address the Examiner's disposition below.

Applicants' independent claims 1, 10, and 19 each claims subject matter relating to a content managing portion counting the period for which each content is stored or linked in each user area and creates a database containing the counted values. In other words, the content managing portion keeps track of how long a content is stored or linked in a user's storage area.

This is clearly unlike *Angles* in view of *Prust*, which fails to disclose or suggest counting the period for which each content is stored or linked in each user area and creates a database containing the counted values. The Examiner argues that *Angles* 14:19-23 or 15:65-16:7 teaches this claimed subject matter. However, the cited passages fails to teach or suggest that *Angles* keeps track of how long a content is stored or linked. Instead, the cited passages describes that *Angles* keeps track of a number of other, different data items, none of which is the period for which a content is stored or linked:

which advertisements are viewed by consumers, how often the advertisements are viewed, which consumers have viewed an advertisement, the number and type of advertisements a particular consumer has viewed, which content providers are requesting customized advertisements, the number and type of advertisements which are being displayed by a particular content provider computer.

Angles 16:1-7.

Unlike Applicants' claimed invention nowhere does *Angles* teach or suggest counting the period for which each content is stored or linked in each user area and creates a database containing the counted values. Further, nowhere does *Prust* suggest this claimed subject matter.

Accordingly, *Angles* in view of *Prust* fails to disclose or suggest claims 1, 10, and 19.

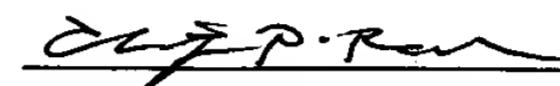
Claims 2-8, 11-17 and 20-26 depend directly or indirectly from claims 1, 10 or 19 and are therefore allowable for at least the same reasons that claims 1, 10 and 19 are allowable.

Applicants respectfully submit the rejection has been overcome and request that it be withdrawn.

CONCLUSION

In view of the foregoing, it is submitted that claims 1-8, 10-17, and 19-26 are patentable. It is therefore submitted that the application is in condition for allowance. Notice to that effect is respectfully requested.

Respectfully submitted,

 (Reg. No. 45,034)
Christopher P. Rauch
SONNENSCHEIN, NATH & ROSENTHAL LLP
P.O. Box #061080
Wacker Drive Station - Sears Tower
Chicago, IL 60606-1080
Telephone 312/876-2606
Customer #26263
Attorneys for Applicant(s)